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U.S. Department of Agriculture

Agricultural Marketing Administration

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Commodity *DOMESTIC CHEESE*
Marketing area *NATIONAL*
Time *AUGUST 17 through AUGUST 29*

Victory food special

FOR USE AFTER JULY 29, 1942

WASHINGTON, D. C.

Domestically produced cheese will be featured as a Victory Food Special during the period August 17 through August 29 in a Nation-wide merchandising drive designed to focus consumer attention on the abundant supplies currently available for home consumption.

Designated as a Victory Food Special by Roy F. Handrickson, Administrator of the Agricultural Marketing Administration, cheese is the eleventh commodity to be included under the U. S. Department of Agriculture's plan for widening distribution and increasing the use of foodstuffs in plentiful supply.

Merchants cooperating with the Agricultural Marketing Administration will, during the August 17-29 period, list cheese as a Victory Food Special in advertising and display material aimed at encouraging consumption of this wholesome food.

Production of cheese in the United States has been stepped up to all-time record levels to meet wartime requirements of the United Nations and domestic consumers. The amounts of cheese needed for Lend-Lease shipment and for use by this country's military forces are being met. Supplies available for home consumption are now at peak levels. For example, commercial storage holdings of American Cheddar cheese on July 1, 1942 approximated 165,000,000 pounds. This amount was nearly 50,000,000 pounds greater than holdings a year ago and by far the largest on record for July 1. Commercial stocks of other varieties of domestic cheese are also heavy.

Nevertheless, more and more cheese will be needed in the months ahead for Lend-Lease and military uses. Cheese production must be kept up. Full use in the home of the heavy supply of cheese now available for domestic consumption will help maintain the high rate of cheese production necessary to assure continued ample amounts for wartime needs. It will also aid in conserving meat supplies essential for war purposes.

Time-honored favorite of peasant and prince, cheese has had to fight its way to its rightful place in the American diet. With this established, cheese-making has come on apace so that now our makers are duplicating all the famous cheeses of the world.

Latest news about this oldest of foods is that American Cheddar has at last gained its long-deserved place in this cheese hall of fame. More than a million and a third pounds of this cheese is one of the items on the daily shopping list of the United Nations and

OUR FARMERS are on an all-out war basis. They are producing more food than they ever grew before. Now and then, due to super-abundant harvests, exceptional weather, or wartime bottlenecks, unusually large supplies of some foods become available. They must move to market promptly or be wasted. These are **VICTORY FOOD SPECIALS**. The more Victory Food Specials are consumed, the less will be the pressure on foods needed for the war. Food merchants are cooperating with the Agricultural Marketing Administration by featuring these Specials in their stores. You can help to prevent the waste of good food and to stretch consumers' food money by giving this news wide distribution.

the English people have reported that they like it very much.

American Cheddar is a good cheese to eat - a perfect cheese for cooking. As a dish about which a meal is built, this highly concentrated protein food fits beautifully into the meal pattern.

Every mother knows what quantities of calcium are needed by growing girls and boys, but it is not so widely known that father needs his daily calcium, too. His three-fourths of a gram a day requirement is concentrated in two or three ounces of Cheddar cheese. And since five quarts of whole milk go into the making of a pound of good American cheese, those same three ounces also will be rich in at least two of the vitamins needed to keep the body healthy.

There are two keys to successful cheese cookery, the Bureau of Home Economics says. Low temperature cooking over water or in a slow oven, is the first requisite to avoiding that leathery effect. Breaking the cheese to be cooked into small bits is the second.

A cheese souffle makes the center for a delicious meal. Heat a cup and a half of milk, a cup of fine bread crumbs, and a tablespoonful of butter or other fat in a double boiler. Now stir in a half-pound of cheese shaved into thin slices. Stir until the cheese is melted. Add this hot mixture to four well-beaten egg yolks, season to taste, then fold it into the stiffly beaten egg whites to which 3/4 teaspoon of salt has been added. Pour into a greased baking dish and bake in a very moderate oven (300° F.) for an hour or until set in the center. Serve immediately.

There's a Mexican dish that is different and good. Green peppers stuffed with cheese souffle. For this, a souffle that has had no pre-cooking is best. Two cups of grated cheese are mixed with two cups of fresh bread crumbs and the yolks of two eggs stirred in. Add enough milk to give a dipable consistency, then the beaten whites of the eggs. This will fill eight pepper halves. Film the bottom of the pan in

which they set with water and bake for about an hour in a slow oven.

For another day, there's that old favorite, macaroni and cheese. You cook two cups of macaroni broken in small pieces in two quarts of boiling salted water until tender. Make a sauce with two tablespoonsful of flour, four tablespoonsful of well-flavored fat, two cups of milk, a teaspoon of salt. Take it from the stove and add a half pound of cheese, shaved thin, and stir until the cheese is melted. Layer the macaroni and cheese sauce in a baking dish, sprinkle bread crumbs over the top and bake in a moderate oven for about 30 minutes.

A vegetable can become something to anchor a meal to when cheese is used to dress it up. It goes especially well in scalloped potatoes, cabbage, corn, and gives a tang to white sauce for broccoli, cauliflower, or asparagus.

The Welsh rabbit is famous, but have you ever tried a tomato rabbit. You melt two tablespoons of butter, or other fat, in a heavy skillet, add a half of small onion, chopped fine - and a half cup finely cut celery and a half cup chopped green pepper, if you want to make it something special. Cook this for a few minutes, stirring frequently, then sprinkle two tablespoonsful of flour over the cooked vegetables, and pour in a pint of cooked tomatoes. Now add a half pound of cheese, shaved thin and a teaspoonful of salt. Cook over low heat and stir until the mixture thickens and the cheese is melted. Pour some of this mixture into the well-beaten eggs, then pour all back into the skillet and continue to cook over low heat until thickened and creamy. Serve on crisp toast or crackers.

As for those American duplications of the famous cheeses of the world - the Roquefort and Camembert of France, the Edam and Gouda of the Netherlands, the Bel Paese of Italy, the Limburger and Munster of Germany - why not introduce them to yourself and your friends at a cheese tasting party? A sampling of every variety you can find, with a variety of crackers, too, and fruits. And if you've never tried using thin apple slices as a cheese 'cracker', you've missed something!